

IN THE CLAIMS:

All pending claims and their present status are produced below.

- 1 1. (Previously Presented) A method for providing enterprise event marketing
2 and management automation comprising the steps of:
- 3 (a) providing a website including online tools for event marketing and
4 management;
- 5 (b) allowing a user in communication with the website to create a plurality
6 of event pages describing an event and a registration page associated
7 with the event utilizing the online tools, each of the plurality of event
8 pages being targeted to one of a plurality of participant groups, each of
9 the plurality of participant groups comprising one or more participants,
10 the event pages including a link to the registration page;
- 11 (c) forwarding a first event page of the plurality of event pages to a first
12 participant of a first participant group to enable the first participant to
13 establish a first communication with the registration page utilizing the
14 link;
- 15 (d) forwarding the registration page to the first participant to be completed
16 and returned in response to the first communication;
- 17 (e) forwarding a second event page of the plurality of event pages to a
18 second participant of a second participant group to enable the second
19 participant to establish a second communication with the registration
20 page utilizing the link, the first event page being different from the
21 second event page, the first participant group being different from the
22 second participant group;
- 23 (f) forwarding the registration page to the second participant to be
24 completed and returned in response to the second communication;
- 25 (g) receiving the registration page and in response thereto communicating
26 confirmations to the first and second participants; and
- 27 (h) communicating to the user the information received from the first and
28 second participants.

1 2. (Previously Presented) A method as recited in claim 1, further comprising
2 associating a fee with the event.

1 3. (Previously Presented) A method as recited in claim 2, wherein the fee for
2 the event is requested from the first and second participants in response to receiving the
3 registration page.

1 4. (Previously Presented) A method as recited in claim 1, further comprising
2 querying the first and second participants for information associated with participant
3 attendance to the event.

1 5. (Previously Presented) A method as recited in claim 1, wherein previously
2 created event pages are utilized for creating at least one of new events and new
3 registration pages.

1 6. (Previously Presented) A method as recited in claim 1, further comprising
2 storing a contact file of the user.

1 7. (Previously Presented) A method as recited in claim 6, wherein the first
2 and second participants are selected from the contact file.

1 8. (Previously Presented) A method as recited in claim 6, wherein the stored
2 file is imported from another source.

1 9. (Previously Presented) A method as recited in claim 6, further comprising
2 exporting the contact file.

1 10. (Previously Presented) A method as recited in claim 1, further comprising
2 generating participant parameters, wherein the first and second participants are forwarded
3 the event page according to the participant parameters.

1 11. (Previously Presented) A method as recited in claim 1, further comprising
2 associating a promotion code with the event in accordance with instructions from the
3 user.

1 12. (Previously Presented) A method as recited in claim 1, wherein a
2 registration template is utilized to create the registration page.

1 13. (Previously Presented) A method as recited in claim 1, further comprising
2 grouping a plurality of events under a single event.

1 14. (Previously Presented) A method as recited in claim 1, wherein the event
2 has a maximum participant capacity associated therewith.

1 15. (Previously Presented) A method as recited in claim 14, further
2 comprising presenting the first and second participants with the option of being waitlisted
3 where maximum capacity has been reached.

1 16. (Previously Presented) A method as recited in claim 14, wherein the user
2 receives a notification when a predetermined percentage of maximum participant
3 capacity is reached.

1 17. (Previously Presented) A method as recited in claim 16, wherein the user
2 is allowed to modify the maximum participant capacity in response to the notification.

1 18. (Previously Presented) A method as recited in claim 1, wherein the
2 confirmation includes a ticket for admission to the event.

1 19. (Previously Presented) A method as recited in claim 1, further comprising
2 generating a report about the event for at least one of the user and the first and second
3 participants.

1 20. (Previously Presented) A method as recited in claim 19, wherein the report
2 includes information pertaining to at least one of budget, expenses, revenues, travel,
3 accommodations, participant information, event details, attendance details, sub-
4 organization, cross-events, profiling, scheduling, registration, change between data
5 conveyed on specified dates, and change between data conveyed at specified times.

1 21. (Previously Presented) A method as recited in claim 19, wherein the report
2 may be generated according to at least one of a schedule.

1 22. (Previously Presented) A method as recited in claim 19, wherein the report
2 includes at least one of an ad hoc report and a canned report.

1 23. (Previously Presented) A method as recited in claim 1, further comprising
2 providing the user with data for tracking at least one of budget, expenses, and revenue.

1 24. (Previously Presented) A method as recited in claim 1, further comprising
2 grouping one or more events into event categories.

1 25. (Previously Presented) A method as recited in claim 1, further comprising
2 providing to the first and second participants at least one of accommodation information
3 and travel information.

1 26. (Previously Presented) A method as recited in claim 1, further comprising
2 organizing participants into the plurality of participant groups.

1 27. (Previously Presented) A method as recited in claim 1, further comprising
2 assigning a first type to the first participant and a second type to the second participant.

1 28. (Previously Presented) A method as recited in claim 1, further comprising
2 providing at least one of specified travel and accommodations according to participant
3 type.

1 29. (Previously Presented) A method as recited in claim 1, further comprising
2 assigning a first login to the first participant and a second login to the second participant.

1 30. (Previously Presented) A method as recited in claim 1, further comprising
2 forwarding a survey to the first and second participants.

1 31. (Previously Presented) A method as recited in claim 1, further comprising
2 receiving information related to a guest of the first or second participant on the
3 registration page.

1 32. (Previously Presented) A method as recited in claim 1, wherein travel can
2 be arranged utilizing an online booking system.

1 33. (Currently Amended) A system for providing ~~a system and method for~~
2 enterprise event marketing and management automation comprising:

3 (a) means for allowing a user in communication with the website to create
4 a plurality of event pages describing an event and a registration page
5 associated with the event , each of the plurality of event pages being
6 targeted to one of a plurality of participant groups, each of the plurality
7 of participant groups comprising one or more participants, the event
8 pages including a link to the registration page;

9 (b) means for forwarding a first event page of the plurality of event pages
10 to a first participant of a first participant group to enable the first
11 participant to establish a first communication with the registration
12 page utilizing the link;

13 (c) means for forwarding the registration page to the first participant to be
14 completed and returned in response to the first communication;

15 (d) means for forwarding a second event page of the plurality of event
16 pages to a second participant of a second participant group to enable
17 the second participant to establish a second communication with the
18 registration page utilizing the link, the first event page being different

- 19 from the second event page, the first participant group being different
20 from the second participant group;
- 21 (e) means for forwarding the registration page to the second participant to
22 be completed and returned in response to the second communication;
- 23 (f) means for receiving the registration page and in response thereto
24 communicating confirmations to the first and second participants; and
- 25 (g) means for communicating to the user the information received from
26 the first and second participants.

1 34. (Previously Presented) A system as recited in claim 33, further comprising
2 means for associating a fee with the event.

1 35. (Previously Presented) A system as recited in claim 34, wherein the fee for
2 the event is requested from the first and second participants in response to receiving the
3 registration page.

1 36. (Previously Presented) A system as recited in claim 33, further comprising
2 means for querying the first and second participants for information associated with
3 participant attendance to the event.

1 37. (Previously Presented) A system as recited in claim 33, wherein
2 previously created event pages are utilized for creating at least one of new events and
3 new registration pages.

1 38. (Previously Presented) A system as recited in claim 33, further comprising
2 means for storing a contact file of the user.

1 39. (Previously Presented) A system as recited in claim 38, wherein the first
2 and second participants are selected from the contact file.

1 40. (Previously Presented) A system as recited in claim 33, further comprising
2 means for generating participant parameters, wherein the first and second participants are
3 forwarded the event page according to the participant parameters.

1 41. (Previously Presented) A system as recited in claim 33, further comprising
2 means for associating a promotion code with the event in accordance with instructions
3 from the user.

1 42. (Previously Presented) A system as recited in claim 33, wherein a
2 registration template is utilized to create the registration page.

1 43. (Previously Presented) A system as recited in claim 33, further comprising
2 means for generating a report about the event for at least one of the user and the first and
3 second participants.

1 44. (Previously Presented) A system as recited in claim 33, wherein the event
2 has a maximum participant capacity associated therewith.

1 45. (Previously Presented) A system as recited in claim 44, further comprising
2 means for presenting the first and second participants with the option of being waitlisted
3 where maximum capacity has been reached.

1 46. (Previously Presented) A system as recited in claim 44, wherein the user
2 receives a notification when a predetermined percentage of maximum participant
3 capacity is reached.

1 47. (Previously Presented) A system as recited in claim 46, wherein the user is
2 allowed to modify the maximum participant capacity in response to the notification.

1 48. (Previously Presented) A system as recited in claim 33, wherein the
2 confirmation includes a ticket for admission to the event.

1 49. (Previously Presented) A computer program embodied on a computer
2 readable medium for providing enterprise event marketing and management automation
3 comprising:

- 4 (a) a code segment that provides a website including online tools for event
5 marketing and management;
- 6 (b) a code segment that allows a user in communication with the website
7 to create a plurality of event pages describing an event and a
8 registration page associated with the event utilizing the online tools,
9 each of the plurality of event pages being targeted to one of a plurality
10 of participant groups, each of the plurality of participant groups
11 comprising one or more participants, the event pages including a link
12 to the registration page;
- 13 (c) a code segment that forwards a first event page of the plurality of
14 event pages to a first participant of a first participant group to enable
15 the first participant to establish a first communication with the
16 registration page utilizing the link;
- 17 (d) a code segment that forwards the registration page to the first
18 participant to be completed and returned in response to the first
19 communication;
- 20 (e) a code segment that forwards a second event page of the plurality of
21 event pages to a second participant of a second participant group to
22 enable the second participant to establish a second communication
23 with the registration page utilizing the link, the first event page being
24 different from the second event page, the first participant group being
25 different from the second participant group;
- 26 (f) a code segment that forwards the registration page to the second
27 participant to be completed and returned in response to the second
28 communication;

- 29 (g) a code segment that receives the registration page and in response
30 thereto communicates confirmations to the first and second
31 participants; and
32 (h) a code segment that communicates to the user the information received
33 from the first and second participants.

1 50. (Previously Presented) A computer program as recited in claim 49, further
2 comprising a code segment that associates a fee with the event.

1 51. (Previously Presented) A computer program as recited in claim 50,
2 wherein the fee for the event is requested from the first and second participants in
3 response to receiving the registration page.

1 52. (Previously Presented) A computer program as recited in claim 49, further
2 comprising a code segment that queries the first and second participants for information
3 associated with participant attendance to the event.

1 53. (Previously Presented) A computer program as recited in claim 49,
2 wherein previously created event pages are utilized for creating at least one of new events
3 and new registration pages.

1 54. (Previously Presented) A computer program as recited in claim 49, further
2 comprising a code segment that stores a contact file of the user.

1 55. (Previously Presented) A computer program as recited in claim 54,
2 wherein the first and second participants are selected from the contact file.

1 56. (Previously Presented) A computer program as recited in claim 49, further
2 comprising a code segment that generates participant parameters, wherein the first and
3 second participants are forwarded the event page according to the participant parameters.

1 57. (Previously Presented) A computer program as recited in claim 49, further
2 comprising a code segment that associates a promotion code with the event in accordance
3 with instructions from the user.

1 58. (Previously Presented) A computer program as recited in claim 49,
2 wherein a registration template is utilized to create the registration page.

1 59. (Previously Presented) A computer program as recited in claim 49, further
2 comprising a code segment that generates a report about the event for at least one of the
3 user and the first and second participants.

1 60. (Previously Presented) A computer program as recited in claim 49,
2 wherein the event has a maximum participant capacity associated therewith.

1 61. (Previously Presented) A computer program as recited in claim 60, further
2 comprising a code segment that presents the first and second participants with the option
3 of being waitlisted where maximum capacity has been reached.

1 62. (Previously Presented) A computer program as recited in claim 60,
2 wherein the user receives a notification when a predetermined percentage of maximum
3 participant capacity is reached.

1 63. (Previously Presented) A computer program as recited in claim 62,
2 wherein the user is allowed to modify the maximum participant capacity in response to
3 the notification.

1 64. (Previously Presented) A computer program as recited in claim 49,
2 wherein the confirmation includes a ticket for admission to the event.